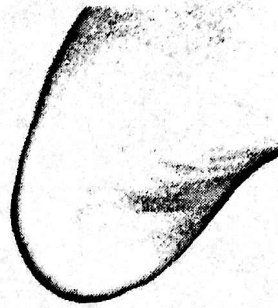


CHAPTER 7  
WOODSTOCK  
1942 - 1945

During  
WWII



In 1942, All Metal Products had to severely limit its toy production to join the war effort. Due to the rationing of raw materials, the company's toy line was largely all-wood, pressed paper, and die-cut cardboard construction.

### The Winds of War

During World War II, from 1942 to 1945, the government's War Production Board placed severe restrictions on the use of steel and other "essential" raw materials for the manufacture of consumer goods. All Metal Products ceased its metal toy operations and devoted two-thirds of its facilities and work force to the manufacture of Garand M-1 rifle clips and flare guns. According to the Brethen account, "The quality of the work was so outstanding that the Company received a citation from the War Department." For the duration, one-third of All Metal Products Company became "All Wood Products Company." The Brethen account says,

"the Company attempted to produce wooden toys, which were manufactured in the East and assembled in Wyandotte." Here, again, is a reference to either out-sourced or subsidiary operations. Most likely, the manufacture of wooden and pressed paper parts was out-sourced. Then they were assembled at the plant in Wyandotte.

In his letter to stockholders for the annual report, C. Lee Edwards said that although government regulations prohibited the company from manufacturing steel toys after June 30, 1942, the firm had its "largest gross sales for the year in the history of the Company." A lag effect explains the company's success that year. Even though production of metal toys ceased at mid-year, sales of the inventories of completed toys, not only in the hands of the company but also in the hands of distributors, wholesalers, and retailers, continued through the remainder of the year.

Though scarcity gradually set in, there were still metal Wyandotte Toys available, at higher prices, during the 1942 Christmas buying season.

Net sales for 1942 amounted to \$2,523,952, and the net profit after taxes was \$106,566, or 41 cents per share. By then, about 260,000 shares had been issued. A dividend of 25 cents per share was paid that year. Total assets were \$1,107,037, and the net worth of the company was \$901,758. Edwards added,

The orders on the new items far exceed our anticipation and it is difficult to determine at this time, whether or not we will be able to secure material or personnel to meet the demand. We have a nice large volume prime contract on war work which is now up to production schedule. Because of the nature of our equipment we are quite limited as to the kind and type of war work that we could produce profitably.

It is difficult at this time to determine profit outlook for this year [1943] because of labor, material difficulties and Government regulations.

For the remainder of the War, 1943 to 1945, the company's net sales were \$1,334,952, \$757,171, and \$1,628,909, respectively. Net profits after taxes in those three years were \$18,149 (7 cents per share), \$25,638 (10 cents per share), and \$181,334 (70 cents per share). Dividends per share from 1943 to 1945 were 10, 10, and 20 cents, respectively. The net worth of the company increased from \$902,061 in 1943 to \$1,030,823 in 1945.

### Metal Toys in Suspension

Prior to 1942, the company had run a familiar advertisement in *Playthings* magazine. In the center was the usual slogan, "Wyandotte Toys are Good and Safe," and in the upper left hand corner was a list of the company's various lines of toys: mechanical toys, steel toys, lithographed toys, pop guns, pistols and holster sets, target pistols and games, and musical tops. In August, 1942, however, the advertisement took on a different appearance.

The following list is largely taken from other sources and includes some steel toys said to have been produced during the war:

## TOY GUNS

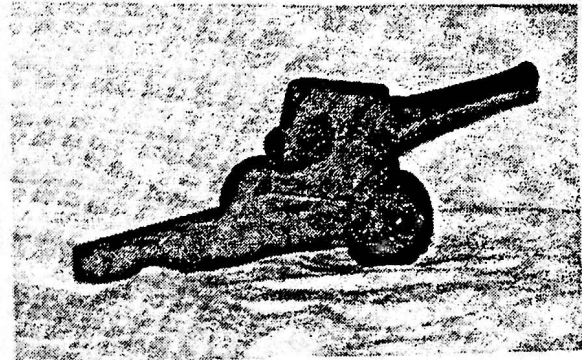
### PISTOL AND HOLSTER SETS

#### CLICKER PISTOL AND HOLSTER SET 1943 - 1945

Wooden clicker pistol, with holster. Your authors have seen one such pistol but were told it was not a Wyandotte.

## CANNONS

#### ARTILLERY CANNON 1942



8" long. Black wooden wheels. All wood construction. May not be a Wyandotte Toy, but it may have been pulled by one of the Army vehicles listed on pp. 240-241.

On the next two pages is a Firestone ad, significant because it celebrated the first Christmas after the end of the War. Note, however, that the toys are still wood construction.



## TARGET GAMES

### AIR RAID DEFENSE TARGET GAME c. WWII



9 1/2" square. Lithographed steel picturing four planes shot down on a blue background. Center window pops down to reveal score. Dart gun included. See picture in Color Plate Section, p. 195.

## BADGES

### WYANDOTTE BADGE c. WWII

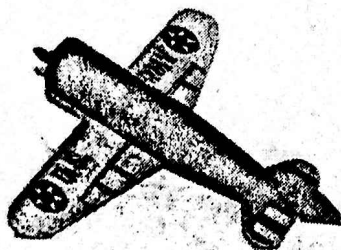
A reliable source who prefers to remain anonymous told the Professor that All Metal Products manufactured and distributed a WYANDOTTE BADGE during the War.

## AIRPLANES

### AIRLINER c. WWII

Two engines. Triple blade propellers. Low wing. Single tail rudder. This entry is taken from another listing and may be duplicated herein with a more detailed entry.

### WOODEN DEFENSE BOMBER



10 1/2" wing span. Your authors know of two versions of this plane. See both on p. 235. Both have pressed paper wings. The Professor owns the one with "Defense Bomber" decals, and the Poet owns the one with "U.S. Army" and flaps painted on the wings. Both planes have a single engine with twin blade propeller. Boxed.

**WOODETTE HELICOPTER** c. 1940s \$1.98  
10" pull toy. Said to be a Wyandotte toy, with a Woodette label. Transparent plastic nose cone. Rotor turns when helicopter is pulled. One version had wooden rotor blades attached with doweling and wooden struts (see Firestone ad on p. 238); another had 3 1/4" aluminum rotor blades inserted in plastic hub (likely post-war), extending out 3 1/2" from rotor post. This later version also had aluminum struts and a figure inside the nose cone.

## TOY TRUCKS

### DUMP TRUCKS

### HIGHWAY DEPARTMENT DUMP 1942

13 1/4" long. "Highway Dept. Dump." Black wooden wheels. All wood construction.

### FIRE TRUCKS

### RIDING FIRE TRUCK 1945

This entry appears on p. 238 in the Firestone ad for Christmas, 1945. It is a riding fire truck of all wood construction. This fire truck may not be a Wyandotte Toy at all, but your authors included it among the entries after seeing it and pondering the question, "If you had already designed and manufactured a pressed-metal Chevy-style fire truck and then you were told you could no longer use steel to manufacture your toys, what would a wooden version of your fire truck look like?"

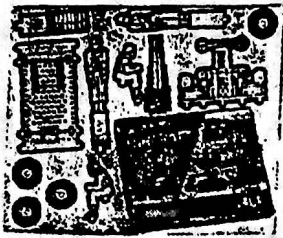
## ARMY VEHICLES

### JEEP 1942

9" long. Black wooden wheels. All wood construction, with the word, "Jeep." Boxed.

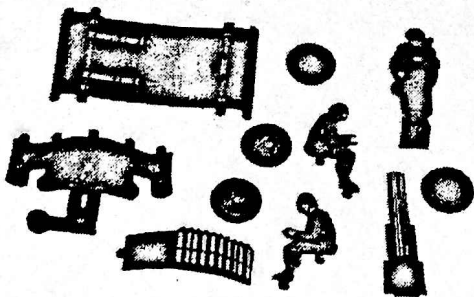
During WWII

ANTI AIRCRAFT GUN 1943 \$.25



11" X 14" set includes anti-aircraft gun, trailer, wheels, and four soldiers. Box reads "Anti Aircraft Gun Set" and pictures the cutouts. Ad copy in the *Billy and Ruth* catalog reads:

Colorful Army Cutout Sets-- Made by Wyandotte. Made of cardboard, die-cut, ready to assemble. Each set in attractive box . . \$2.10/ doz.



NAVAL PATROL SET 1943 \$.25



11" X 14" set. Box reads, "Build Your Own Naval Patrol Set," "Includes 24 Inch Destroyer, Submarine, PT Torpedo Boat, Admiral's Barge," and "Another Wyandotte Toy." The side of the box reads, "Wyandotte Toys Are Good and Safe." Box depicts destroyer, submarine, and PT boat. According to the *Billy and Ruth* catalog, the set also included sailors. \$2.00 per dozen.

AMERICAN COMMANDOS 1943 \$.25



11" X 14" set. Box reads, "American Commandos," and depicts a beach head landing. *Billy and Ruth* catalog copy reads:

American Commandos Set. Made of cardboard. Makes twenty-six toys including Landing Barge, Soldiers, Sailors, Tank Landing Barge, Army Tank, Anti-Tank Gun, Motorcycle and Rider, Transport Plane, Pilot and Parachute, Troops. Die-cut--ready to assemble. Each set packed in box . . . Per dozen sets . . . \$2.00.

TOY SOLDIER ACTION SET 1943 \$.25



11" X 14" set. Box depicts five soldiers, a machine gun, and a field gun. It reads, "Another 'Wyandotte Toy,'" "Toy Soldier Action Set," and "60 Soldiers, Enough for Complete Formations." Box contained five identical sheets, each with twelve soldiers in different poses. It is said to have also included a two-piece heavy machine gun.



During  
WWII

# ANNUAL REPORT

*of*

## ALL METAL PRODUCTS COMPANY WYANDOTTE, MICHIGAN

April 2, 1943.

### TO THE STOCKHOLDERS:

We submit herewith, the financial statement as of December 31st, 1942 and profit and loss statement for the year 1942. The profit before taxes was the best we have enjoyed for several years but the increased taxes reduces slightly the net amount to the Stockholders.

Although Government regulations prohibited us from manufacturing steel toys after June 30, 1942, we had the largest gross sales for the year in the history of the Company. About two-thirds of our plant is working on, or is leased for war work; the other one-third has been converted to the manufacture of wood and paper toys.

The orders on the new items far exceed our anticipation and it is difficult to determine at this time, whether or not we will be able to secure material or personnel to meet the demand. We have a nice large volume prime contract on war work which is now up to production schedule. Because of the nature of our equipment we are quite limited as to the kind and type of war work that we could produce profitably.

It is difficult at this time to determine profit outlook for this year because of labor, material difficulties and Government regulations.

Respectfully yours,

C. L. EDWARDS,  
President.

WW I

~~Mechanical Toys  
 Steel Toys  
 Lithographed Toys  
 Pop Guns  
 Pistols and Holster Sets  
 Target Pistols and Games  
 Musical Tops~~

*War  
 Work  
 for the  
 Duration*

●  
 "WYANDOTTE TOYS"  
*are Good and Safe*  
 ●

The majority of our factories are devoted to war work. This, of course, has to come first and it has always been given first consideration by All Metal Products Company. We have been working on a line of substitute Wyandotte Toys which will in no way interfere with the war program. This new line of Wyandotte Toys is now on display at our New York office where you can receive full detailed information.

**ALL METAL PRODUCTS COMPANY**  
**WYANDOTTE, MICHIGAN**

**Permanent Display, Suite 426-428, 200 Fifth Ave., New York, N. Y.**  
**Phone GRamercy 3-1879**

When writing to All Metal Products Company will you please mention **PLAYTHINGS?**  
 ST. 1942—PLAYTHINGS

You're bound  
to **FALL** for—

**FULD'S**  
New  
Genuine Line

"The only thing" that will bring  
you happiness in your Pockets."  
Known from coast to coast  
as the best gift for Valentines of every  
conceivable kind.

Great Variety! Finest Values!  
Dependable Service! Don't fail to see our  
1943 line.

Retailing from — 2 for 1c up to 50c

WATCH FOR OUR NEW LINE OF BIRTHDAY AND EVERYDAY GREETING CARDS

**FULD AND CO., INC. 352 FOURTH AVE. N.Y.C.**

## PLAYTHINGS Has Moved

PLAYTHINGS is now located in its new quarters at 71 W. 23rd Street, New York; and our new telephone number is GRamercy 5-3656. It is respectfully requested that notification of this change in address and telephone number be made so as to avoid any delays in answering correspondence and requests for information.

PLAYTHINGS' new offices are on the 6th floor, room 604, of the Masonic Building, on the corner of 6th Ave. and 23rd St., and an invitation is extended to pay a visit to the staff whenever you are in the vicinity.

## War Damage Insurance

WAR DAMAGE INSURANCE to protect you against financial ruin in the event of enemy attack has been made available to you, at a reasonable cost, by the War Damage Corporation, an agency of the United States Government. Ordinary business prudence would seem to demand that you give careful consideration to this type of emergency protection in order to determine whether or not you can afford to gamble with your own financial solvency by being without it.

On December 13, 1941, following this country's declarations of war, the Federal Government, through the Reconstruction Finance Corporation, announced the establishment of a one hundred million dollar war damage fund to meet the immediate demands for this kind of protection which arose throughout the United States and possessions following Pearl Harbor. Subsequently, this fund was increased to one billion dollars, the sole purpose being to provide temporary war damage protection for everyone, pending the time that a permanent system of war damage insurance could be put into operation.

Fire insurance policies never have included protection against loss caused by invasion or military power and it was rather generally felt that it would be unsound for private insurance carriers to undertake to furnish protection against these war-time perils. The reserves of private insurance carriers have been built up over a great

Substitute

## WYANDOTTE TOYS

Made Entirely of Non-Critical Materials

HOLSTER SETS  
GUNS  
AIRPLANES  
ARMORED TRUCKS  
DIE-CUT BOXED SETS

ALL METAL PRODUCTS CO., WYANDOTTE, MICH.

New York Office:

Suite 426-428—200 Fifth Ave. Phone: GRamercy 5-1879